AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-22.   (**Canceled**).

23.   (**New**) A method, comprising:

setting, using a computing device, an initial price for a derivative financial instrument that represents a movie in an entertainment industry, in which setting the initial price comprises:

    setting the initial price for the derivative financial instrument based at least in part on a potential box office revenue for the movie;

receiving via a remote device a first order to buy the derivative financial instrument that represents the movie in the entertainment industry, the derivative financial instrument comprising a stock for trading over a network;

receiving via the remote device a second order to sell the derivative financial instrument;

setting, using the computing device, a market price for the derivative financial instrument based at least in part on the first order and the second order, in which the computing device and the remote device are in communication; and

executing a trade of the derivative financial instrument at the set market price.

24.   (**New**) The method of claim 23, in which the network comprises the Internet.

25.   (**New**) The method of claim 23, in which the set market price is presented by electronic currency.

26.   (**New**) The method of claim 25, in which the electronic currency comprises actual dollars.

27.　　(**New**) The method of claim 25, in which the electronic currency comprises virtual currency.

28.　　(**New**) The method of claim 27, in which the virtual currency comprises Hollywood dollars.

29.　　(**New**) The method of claim 23, further comprising:

determining, using the computing device, a net price movement of the market price;

stopping, using the computing device, trading of the derivative financial instrument based at least in part on the net price movement.

30.　　(**New**) The method of claim 23, further comprising:

offering the derivative financial instrument at the initial price.

31.　　(**New**) An apparatus, comprising:

a processor; and

a memory, in which the memory stores instructions which, when executed by the processor, direct the processor to:

set an initial price for a derivative financial instrument that represents a movie in an entertainment industry, in which setting the initial price comprises:

setting the initial price for the derivative financial instrument based at least in part on a potential box office revenue for the movie;

receive via a remote device a first order to buy the derivative financial instrument that represents the movie in the entertainment industry, the derivative financial instrument comprising a stock for trading over a network;

receive via the remote device a second order to sell the derivative financial instrument;

set a market price for the derivative financial instrument based at least in part on the first order and the second order, in which the computing device and the remote device are in communication; and

execute a trade of the derivative financial instrument at the set market price.

32.   (**New**) The apparatus of claim 31, in which the network comprises the Internet.

33.   (**New**) The apparatus of claim 31, in which the set market price is presented by electronic currency.

34.   (**New**) The apparatus of claim 33, in which the electronic currency comprises actual dollars.

35.   (**New**) The apparatus of claim 33, in which the electronic currency comprises virtual currency.

36.   (**New**) The apparatus of claim 31, in which the memory further stores instructions which, when executed by the processor, direct the processor to:

determine a net price movement of the market price;

stop trading of the derivative financial instrument based at least in part on the net price movement.

37.   (**New**) The apparatus of claim 31, in which the memory further stores instructions which, when executed by the processor, direct the processor to:

offer the derivative financial instrument at the initial price.

38.   (**New**) An article of manufacture, comprising:

a non-transitory tangible storage medium, in which the storage medium stores instructions which, when executed by a processor, direct the processor to:

set an initial price for a derivative financial instrument that represents a movie in an entertainment industry, in which setting the initial price comprises:

setting the initial price for the derivative financial instrument based at least in part on a potential box office revenue for the movie;

receive via a remote device a first order to buy the derivative financial instrument that represents the movie in the entertainment industry, the derivative financial instrument comprising a stock for trading over a network;

receive via the remote device a second order to sell the derivative financial instrument;

set a market price for the derivative financial instrument based at least in part on the first order and the second order, in which the computing device and the remote device are in communication; and

execute a trade of the derivative financial instrument at the set market price.

39.   (**New**) The article of manufacture of claim 38, in which the network comprises the Internet.

40.   (**New**) The article of manufacture of claim 38, in which the set market price is presented by electronic currency.

41.   (**New**) The article of manufacture of claim 40, in which the electronic currency comprises actual dollars.

42.   (**New**) The article of manufacture of claim 40, in which the electronic currency comprises virtual currency.

43.   (**New**) The article of manufacture of claim 38, in which the storage medium further stores instructions which, when executed by the processor, direct the processor to:

determine a net price movement of the market price;

stop trading of the derivative financial instrument based at least in part on the net price movement.

44.   (**New**) The article of manufacture of claim 38, in which the storage medium further stores instructions which, when executed by the processor, direct the processor to:

offer the derivative financial instrument at the initial price.

45.   (**New**) A method, comprising:

setting, using a computing device, an initial price for a derivative financial instrument that represents a movie talent in an entertainment industry, in which setting the initial price comprises:

setting the initial price for the derivative financial instrument based at least in part on a popularity rating for the movie talent in the entertainment industry;

receiving via a remote device a first order to buy the derivative financial instrument that represents the movie talent in the entertainment industry, the derivative financial instrument comprising a bond for trading over a network;

receiving via the remote device a second order to sell the derivative financial instrument;

setting, using the computing device, a market price for the derivative financial instrument based at least in part on the first order and the second order, in which the computing device and the remote device are in communication; and

executing a trade of the derivative financial instrument at the set market price.

46.   (**New**) The method of claim 45, in which the network comprises the Internet.

47.   (**New**) The method of claim 45, in which the set market price is presented by electronic currency.

48.   (**New**) The method of claim 47, in which the electronic currency comprises actual dollars.

49.   (**New**) The method of claim 47, in which the electronic currency comprises virtual currency.

50.   (**New**) The method of claim 49, in which the virtual currency comprises Hollywood dollars.

51.   (**New**) The method of claim 45, further comprising:

determining, using the computing device, a net price movement of the market price;

stopping, using the computing device, trading of the derivative financial instrument based at least in part on the net price movement.

52.   (**New**) The method of claim 45, further comprising:

offering the derivative financial instrument at the initial price.

53.   (**New**) The method of claim 52, in which offering the derivative financial instrument at the initial price comprises:

issuing the bond with a higher yield than another bond that represents another movie talent, in which the popularity rating for the movie talent is lower than a popularity rating for the another movie talent.

54.   (**New**) An apparatus, comprising:

a processor; and

a memory, in which the memory stores instructions which, when executed by the processor, direct the processor to:

set an initial price for a derivative financial instrument that represents a movie talent in an entertainment industry, in which setting the initial price comprises:

setting the initial price for the derivative financial instrument based at least in part on a popularity rating for the movie talent in the entertainment industry;

receive via a remote device a first order to buy the derivative financial instrument that represents the movie talent in the entertainment industry, the derivative financial instrument comprising a bond for trading over a network;

receive via the remote device a second order to sell the derivative financial instrument;

set a market price for the derivative financial instrument based at least in part on the first order and the second order, in which the computing device and the remote device are in communication; and

execute a trade of the derivative financial instrument at the set market price.

55.   (**New**) The apparatus of claim 54, in which the network comprises the Internet.

56.   (**New**) The apparatus of claim 54, in which the set market price is presented by electronic currency.

57.   (**New**) The apparatus of claim 56, in which the electronic currency comprises actual dollars.

58.   (**New**) The apparatus of claim 56, in which the electronic currency comprises virtual currency.

59.   (**New**) The apparatus of claim 54, in which the memory further stores instructions which, when executed by the processor, direct the processor to:

determine a net price movement of the market price;

stop trading of the derivative financial instrument based at least in part on the net price movement.

60.   (**New**) The apparatus of claim 54, in which the memory further stores instructions which, when executed by the processor, direct the processor to:

offer the derivative financial instrument at the initial price.

61.   (**New**) The apparatus of claim 60, in which offering the derivative financial instrument at the initial price comprises:

issuing the bond with a higher yield than another bond that represents another movie talent, in which the popularity rating for the movie talent is lower than a popularity rating for the another movie talent.

62.   (**New**) An article of manufacture, comprising:

a non-transitory tangible storage medium, in which the storage medium stores instructions which, when executed by a processor, direct the processor to:

set an initial price for a derivative financial instrument that represents a movie

talent in an entertainment industry, in which setting the initial price comprises:

setting the initial price for the derivative financial instrument based

at least in part on a popularity rating for the movie talent in the

entertainment industry;

receive via a remote device a first order to buy the derivative financial instrument

that represents the movie talent in the entertainment industry, the derivative financial

instrument comprising a bond for trading over a network;

receive via the remote device a second order to sell the derivative financial

instrument;

set a market price for the derivative financial instrument based at least in part on

the first order and the second order, in which the computing device and the remote device

are in communication; and

execute a trade of the derivative financial instrument at the set market price.

63.   (**New**) The article of manufacture of claim 62, in which the network comprises the

Internet.

64.   (**New**) The article of manufacture of claim 62, in which the set market price is

presented by electronic currency.

65.   (**New**) The article of manufacture of claim 64, in which the electronic currency

comprises actual dollars.

66.   (**New**) The article of manufacture of claim 64, in which the electronic currency

comprises virtual currency.

67.   (**New**) The article of manufacture of claim 62, in which the memory further stores

instructions which, when executed by the processor, direct the processor to:

determine a net price movement of the market price;

stop trading of the derivative financial instrument based at least in part on the net price movement.

68.   (**New**) The article of manufacture of claim 62, in which the memory further stores instructions which, when executed by the processor, direct the processor to:

offer the derivative financial instrument at the initial price.

69.   (**New**) The article of manufacture of claim 68, in which offering the derivative financial instrument at the initial price comprises:

issuing the bond with a higher yield than another bond that represents another movie talent, in which the popularity rating for the movie talent is lower than a popularity rating for the another movie talent.